



WCPO

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ORDER

Print Date 08/06/12

Page 1 of 3

Flight Dates 07/27/12-08/10/12

Contract / Revision 305998 /

Original Date / Revision
08/06/12 08/06/12

Advertiser Republican National Commi

Agency National Media Inc

Buying Contact

815 Slaters Lane
Alexandria, VA 22314

Product

RNC

Agency Com 15%

Billing Contact

815 Slaters Lane
Alexandria, VA 22314

Sales Office EWSDC

Sales Region NAT

Agency Ref

Order Sep 00:20:00

Estimate # 2892

Alt Order #

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A25-54

Rev Codes POL POL PARTY

Product Codes PL

Priority P-1

Advertiser Ref

Primary Account Executive
Daniel Baylog

Account Executive	Order%	Start Date	End Date
Daniel Baylog	100%		

Order Share % Market Value

Competing Station	% of Order	Amount
CABLE	%	
UNKWN	100%	
WBQC	%	
WCET	%	
WCVN	%	
WKON	%	
WKRC	%	
WLWT	%	
WPTO	%	
WSTR	%	
WXIX	%	

Order Totals

Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
July 2012	8	\$3,612.50	\$4,250.00	0.00	06/25/12	07/29/12	8	\$3,612.50	\$4,250.00
August 2012	39	\$18,819.00	\$22,140.00	0.00	07/30/12	08/10/12	39	\$18,819.00	\$22,140.00
Totals	47	\$22,431.50	\$26,390.00	0.00					

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals Spots Amount	
E 1	WCPO	07/27/12	08/10/12	M-F GMTS 6-7a M-F GMTS 6-7a	CM	6-7a	MTWTF--	:30	4	\$400.00	P-3	0.00	NM	9	\$3,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 07/27/12	08/02/12	MTWTF--		4				\$400.00		0.00			
		Week: 08/03/12	08/09/12	MTWTF--		4				\$400.00		0.00			
		Week: 08/10/12	08/16/12	----F--		1				\$400.00		0.00			
E 2	WCPO	07/28/12	08/04/12	SA GMTS 8-9a SA GMTS 8-9a	CM	8-9a	-----S-	:30	1	\$500.00	P-2	0.00	NM	2	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 07/27/12	08/02/12	-----S-		1				\$500.00		0.00			
		Week: 08/03/12	08/09/12	-----S-		1				\$500.00		0.00			



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Page 2 of 3

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Contract / Revision 305998 Flight Dates 07/27/12-08/10/12

Hiatus Dates

Original Date / Revision 08/06/12/ 08/06/12

Order Sep 00:20:00

Advertiser Republican National Commr Product RNC

Estimate # 2892

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 2	WCPO	07/28/12	08/04/12	SA GMTS 8-9a SA GMTS 8-9a	CM	8-9a	-----S-	:30	1	\$500.00	P-2	0.00	NM	2	\$1,000.00
E 3	WCPO	07/29/12	08/05/12	SU GMTS 8-9a SU GMTS 8-9a	CM	8-9a	-----S	:30	2	\$450.00	P-3	0.00	NM	4	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		07/27/12	08/02/12	-----S					2	\$450.00		0.00			
Week:		08/03/12	08/09/12	-----S					2	\$450.00		0.00			
E 4	WCPO	07/27/12	08/09/12	M-F 9-10a Live with Regis and Kelly	CM	M-F 9-10a	MTWTF--	:30	2	\$260.00	P-3	0.00	NM	4	\$1,040.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		07/27/12	08/02/12	MTWTF--					2	\$260.00		0.00			
Week:		08/03/12	08/09/12	MTWTF--					2	\$260.00		0.00			
E 5	WCPO	07/27/12	08/10/12	M-F 4-5p Ellen M-F 4-5p Ellen	CM	358-5p	MTWTF--	:30	5	\$500.00	P-3	0.00	NM	11	\$5,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		07/27/12	08/02/12	MTWTF--					5	\$500.00		0.00			
Week:		08/03/12	08/09/12	MTWTF--					5	\$500.00		0.00			
Week:		08/10/12	08/16/12	----F--					1	\$500.00		0.00			
E 6	WCPO	08/03/12	08/10/12	M-F 5-530p News M-F 5-530p News	CM	5-530p	MTWTF--	:30	1	\$600.00	P-3	0.00	NM	2	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/03/12	08/09/12	MTWTF--					1	\$600.00		0.00			
Week:		08/10/12	08/16/12	----F--					1	\$600.00		0.00			
E 7	WCPO	07/27/12	08/02/12	M-F 6-630p News M-F 6-630p News	CM	558-630p	MTWTF--	:30	1	\$850.00	P-2	0.00	NM	1	\$850.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		07/27/12	08/02/12	MTWTF--					1	\$850.00		0.00			
E 8	WCPO	07/29/12	08/05/12	SU 6-7p News SU 6-7p News	CM	558-7p (6:00 PM-6:30 PM)	-----S	:30	1	\$700.00	P-3	0.00	NM	2	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		07/27/12	08/02/12	-----S					1	\$700.00		0.00			
Week:		08/03/12	08/09/12	-----S					1	\$700.00		0.00			
E 9	WCPO	07/27/12	08/09/12	M-F 730-8p Jeopardy	CM	M-F 730-8p	MTWTF--	:30	1	\$1,600.00	P-1	0.00	NM	2	\$3,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		07/27/12	08/02/12	MTWTF--					1	\$1,600.00		0.00			
Week:		08/03/12	08/09/12	MTWTF--					1	\$1,600.00		0.00			
E 10	WCPO	07/27/12	08/10/12	M-SU 11p Late News M-SU 11p Late News	CM	11-1135p	MTWTF--	:30	2	\$900.00	P-2	0.00	NM	5	\$4,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		07/27/12	08/02/12	MTWTF--					2	\$900.00		0.00			
Week:		08/03/12	08/09/12	MTWTF--					2	\$900.00		0.00			
Week:		08/10/12	08/16/12	----F--					1	\$900.00		0.00			
E 11	WCPO	07/27/12	08/09/12	M-F 1135p-1202a Nightlir M-F 1135p-1202a Nightlir	CM	1135p-1202a	MTWTF--	:30	3	\$400.00	P-2	0.00	NM	4	\$1,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		07/27/12	08/02/12	MTWTF--					1	\$400.00		0.00			
Week:		08/03/12	08/09/12	MTWTF--					3	\$400.00		0.00			
E 12	WCPO	08/04/12	08/04/12	SA 6-7p News SA 6-7p News	CM	558-7p (6:00 PM-6:30 PM)	-----S-	:30	1	\$700.00	P-1	0.00	NM	1	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/03/12	08/09/12	-----S-					1	\$700.00		0.00			



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Page 3 of 3

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Advertiser **Republican National Comm** Product **RNC**

Estimate # **2892**

													<u>Totals</u>	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
													Totals	47 \$26,390.00